

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

SLD of Adidas Group

Indiana MEP - Purdue Technical Assistance Program

Sports Licensed Division Boosts Productivity with Training Within Industry

Client Profile:

Sports Licensed Division (SLD) of the Adidas Group is a leading distributor of athletic apparel for teams in the NFL, NBA, MLB, NCAA, and NHL arena. The company employs 340 people at its facility in Indianapolis, Indiana.

Situation:

SLD's outbound orders had tripled, causing a hiring surge to meet demand driven by anticipation of a new NFL season and back-to-school apparel sales. SLD tapped the Purdue Technical Assistance Program's (TAP), a NIST MEP network affiliate, initiative known as Training Within Industry (TWI) to improve its training programs, reduce training costs, cut employee turnover rates, and boost overall employee productivity. The TWI program, first developed during World War II, assists Indiana companies with advanced training efforts by combining Lean manufacturing principles with core workforce training strategies.

Solution:

TAP provided the TWI Job Instructions module for 10 SLD employees. Purdue also provided coaching/mentoring for the participants to help them implement TWI Job Instructions in their work area. The Job Instructions training provided standard work for the trainers so they could effectively train new and current employees in different jobs. The training time was drastically reduced compared to the previous year in the same departments. The effort, led by SLD managers Darcy Montgomery and Sarah Kerkhof, focused on distribution employees in the Pick and Pack departments. Through the Purdue program, employment levels stabilized, training costs per employee fell, and employee productivity levels surged.

Results:

- * Increased productivity by 14 percent.
- * Reduced training costs by 60 percent.

Testimonial:

"Working with TAP/MEP and its established Training Within Industry program, we were able to train more of our employees in less time and more cost-effectively. This is important for a company like Sports Licensed Division, which is committed to matching the demands of an industry where speed and service take priority over everything. We compete globally from here in Indiana because we've been able to increase our productivity standards and reduce our operating cost, thereby boosting customer-service levels while maintaining profitability."

Joseph Cripe, VP of Operations

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field